



CRITERIA FOR PROJECT ENDORSEMENT OR RECOGNITION

CRITERIA

The following criteria must be met for a project to be approved for endorsement or recognition by *PA Civil War 150*:

- **Relevancy**

Projects must meet the mission and objectives of *PA Civil War 150* (appended below) and directly relate to the Civil War or the Civil War era in Pennsylvania. With rare exceptions, projects must be located within the Commonwealth.

- **Quality**

The content of projects submitted for endorsement or recognition must be historically accurate, of a high quality, and demonstrate a potential to encourage and support community engagement with continued learning about and interest in the Civil War. Projects must focus on substantive content rather than advertising, marketing, or promotion. While some projects may provide self-supporting opportunities through the sale of advertising space, quality educational content must be the primary focus of these projects.

- **Accessibility**

Projects must be open and accessible to the public. Projects presented by organizations that have membership restrictions will be evaluated in part on the nature of these restrictions. All projects must be accessible to a diverse audience. Reasonable accommodations for persons with disabilities should be made when possible.

- **Achievable and Measurable**

It is especially important that those submitting projects provide information that demonstrates their project is achievable.

The applicant should commit to providing basic data about audiences (e.g. attendance, purchases, and web traffic) to *PA Civil War 150* for any endorsed project. The applicant should also commit to providing three copies of promotional materials, publications, and publicity/media coverage to *PA Civil War 150* for distribution among the Committee's three major partners.¹

With regard to publications, materials used must meet the legal requirements for citations of images, as well as those related to plagiarism. It will be assumed, unless otherwise noted in the publication, that all materials are original to the publishing organization or individual. Pursuant to the Endorsement Agreement (<http://www.pacivilwar150.com/endorsement.aspx>), *PA Civil War*

¹ The three major partners are the Pennsylvania Historical and Museum Commission, the Heinz History Center, and the Historical Society of Pennsylvania.



150 will not be held liable for legal disputes that result from the content of publications approved for endorsement.

PA Civil War 150 may use the data and material copies to provide aggregate data for its funders or use them as examples for its fundraising, support, and publicity efforts.

APPROVAL

All applications for *PA Civil War 150* endorsement consideration must be submitted online as provided on the *PA Civil War 150* website (see above). Applications will be directed to Committee contacts for the region where the submission originated.² These contacts will review the application and determine whether to recommend the submission for endorsement to the three major partners of the Committee, which will make a final determination. These three partners will also directly receive and decide upon endorsement for any statewide applications (those that do not pertain to a particular region in the state). Applications that are not selected for endorsement will receive "Recognized" status unless cause for rejection is identified.

Applicants will be notified of the approval status within approximately 15 business days of submittal.

Upon review, one of three ratings will be assigned³:

- **Endorsed:** Projects funded by outside organizations/individuals that meet the criteria listed above will be granted permission to use the *PA Civil War 150* logo on descriptive and promotional materials, and be described as a project "Endorsed by PA Civil War 150" in appropriate media and *PA Civil War 150* project descriptions and listings.
- **Recognized:** Projects funded by outside organizations/individuals that minimally meet the criteria listed above, but are not identified as "endorsed" will use the language "Recognized by PA Civil War 150" and will be included on *PA Civil War 150* project listings.
- **Rejected:** Projects that are submitted for consideration, but are not accepted because they do not meet the stated criteria above or appear to promote hatred, racism, political agendas, prejudicial sentiments, or are found to be defamatory or contain other inflammatory content.
- Rejected projects will not be listed on the *PA Civil War 150* website or on any *PA Civil War 150* project listings.

²

³ In addition to the three levels described above, projects that are fully funded by the *PA Civil War 150*'s fundraising efforts are considered "Sponsored" projects and are explicitly described by the *Committee* as an "Official Project of *PA Civil War 150*." Sponsored projects include:

- Pennsylvania Civil War 150 Web site: WWW.PACivilWar150.com
- The Civil War Road Show traveling exhibition
- Publications, consisting of:
 - *The Civil War in Pennsylvania: A Photographic History*;
 - *The Civil War in Pennsylvania: The African American Experience*; and
 - Joint special issue of the publications of the Heinz History Center, Historical Society of Pennsylvania, and Pennsylvania Historical and Museum Commission
- The People's Contest: A Civil War Era Digital Archiving Project



PA Civil War 150 will provide its logos to endorsed projects along with the logo style guide to ensure appropriate use. Style guidelines provided by *PA Civil War 150* must be followed in order to retain endorsement.

Upon approval for endorsement, coordinating organizations for the endorsed project will be required to sign an endorsement Agreement outlining the rights and responsibilities with respect to the endorsed project and relieving *PA Civil War 150* of any legal responsibility for the project. Event coordinators must provide proof of required insurance, permits, and infrastructure needs to ensure compliance and liability requirements have been met.

PA Civil War 150 reserves the right to reject or cancel any endorsement or recognition for any reason at any time.

PA CIVIL WAR 150 MISSION STATEMENT

The 150th anniversary of the American Civil War presents Pennsylvania with an extraordinary opportunity to engage people of all ages in an encompassing educational experience, an experience through which they can discover the war's relevance and importance to today's and tomorrow's world. One overarching and enduring theme provides the framework for the commemoration—*The Civil War fundamentally changed the United States, redefining our ongoing struggle for equality and justice and our identity as a nation. The War radically altered assumptions and aspirations at the core of our society in ways that continue to affect all of us today. The legacy of the Civil War is thus not over; its business is not finished.*

The anniversary will be commemorated through myriad events and activities conducted throughout the state by multiple organizations and individuals.

PA CIVIL WAR 150 OBJECTIVES

The objectives of the PA Civil War 150 are:

1. Educate, with an emphasis on the relevance of Civil War era historical events to today's and tomorrow's world, relying on new and innovative ways of accurately interpreting the war;
2. Expand the body of knowledge and information about the African American experience;
3. Engage people of all ages in memorable, emotional, and enriching learning experiences;
4. Enhance the historical prominence of Pennsylvania and establish its national leadership role through the content and quality of its commemorative activities; and
5. Increase the number of outside visitors to all regions of the Commonwealth, as well as stimulate tourism activity within the state by Pennsylvania residents.